

From the production line...to a line of code

- A pioneering SEAT training programme aims to turn 5 production line workers into software developers in 4 months
- 13 weeks of intensive training and 3 weeks of individual project work to become a SEAT:CODE junior programmer
- The project shows that labour and industrial renewal are key to meeting the challenges of the digital age
- Internal talent are a priority because of their commitment and knowledge of corporate culture

Martorell, 11/11/2020. Five workers, four months and a project that exemplifies the labour and industrial transformation that we will experience in the coming years and in which internal talent plays a key role: from the assembly line, to lines of code. A pioneering programme to train these workers in software and incorporate them as junior programmers at SEAT:CODE. **“What we aim to do is show that we are capable of transforming people who are currently in the factory, changing their role, their lives and their future through technology so that they can contribute in a different scenario”** explains Carlos Buenosvinos, head of SEAT:CODE. This is the story of a great challenge.

26th June, farewell to the line. At SEAT Martorell’s workshop 8, Óscar Orellana is busy fitting belts, crossbeams and airbag modules. **“I entered nine years ago through the Apprenticeship School and have been carrying out different functions on the production line... until today!”** In the electronics laboratory, Adrián Hitos checks that the machines are working correctly for the last time. **“I’m starting a new course both personally and professionally. I’m proud because I’ve been chosen from all the candidates”**, he smiles with satisfaction.

Requirement: passion to move the future. **“I’ve always dreamed of being a programmer, so when I heard about the program I didn’t hesitate. It was my chance”**, explains Adrián. To apply, candidates had to be SEAT employees, have an interest in programming and a certain level of English. Afterwards, a thorough selection process began. **“What we were looking for is what we always require at SEAT:CODE, attitude. What we mainly look for is a glint in their eyes when they talk about technology, about changing the future”** says Buenosvinos. He explained that during the interviews, one of the candidates said he had designed his own telemetry system and connected it to some cars he needed to repair, and that another had set up an independent WIFI system to geolocate cars in the workshops. Together with Óscar and Adrián, this is how Miguel Ángel Pablos, Óscar Lara and Pablo Pardo were selected.

29th June, at the starting line. **“Good morning, we’re going to work with you to turn you into programmers.”** With this welcome to the GeeksHubs Academy* the intensive course starts. 16 weeks during which specialised IT teachers will train the 5 candidates in the necessary software knowledge, both front-end (user interface) and back-end (administrator mode). **“I’m a bit uncertain because of the great challenge ahead of me”** says Adrian. **“I’m very motivated, because I’m going to head towards one of my greatest goals”** adds Óscar.

Investing in internal talent. “We’re experiencing an unprecedented transformation, and to deal with it, at SEAT we think that internal talent is the best, very committed, and that it already knows the company’s culture. Furthermore, the message we’re sending out to all employees is that we’re counting on them for the new challenges” explains Ismael Lara, head of Culture, Learning & Development at SEAT. “We firmly believe that the people who will go through this process can increase their potential impact on SEAT” adds Buenosvinos.

13th October, the final stretch. Once settled in SEAT:CODE, the 5 candidates face the last 3 weeks of the training. “It’s been very intense, with a lot of work to do and very fast, a tough but achievable challenge” says Adrián. “A very exciting few weeks, every day we learned something new and we’ve become a team, supporting each other” says Óscar. Now, however, they must fly solo, without any support, on an individual final project to present to a jury.

Nearing the finish line. For Ismael Lara, the expected learning curve has been far exceeded. “They’re fully prepared to work as junior developers, for example, of SEAT Mó applications or software to optimise the company’s logistics.” There is very little left to know if they have succeeded and become part of the SEAT:CODE team. “I feel capable of being part of a team of programmers and of measuring up to it” says Adrian. “This is where my future begins, developing applications and websites with SEAT” concludes Óscar.

The standard-bearers. They have been the first, but won’t be the last. “This programme is just the beginning of a path that we are going to follow for years to come” assures Lara. “The impact potential of these new roles within the company is extremely high. If we commit to more employees going through this process, it will generate a major benefit, and with other companies embracing this opportunity, the result will be a highly competitive environment” concludes Carlos Buenosvinos, head of SEAT:CODE.

The 5 selected:

Óscar Lara de Liz: He is 44 years old and has been working for SEAT since 2005. Until a few months ago he was a SIT machine driver.

Pablo Pardo González: He joined SEAT in 2004. When he turned 45, he changed his job as a machine driver for this pilot project.

Miguel Ángel Pablos Moreno: He worked in the sheet metal shop until June. He is 42 years old and has been with SEAT since 2011.

Adrián Hitos Jiménez: 26 years old. He joined SEAT in 2013 and until he joined the training programme he worked as an assembly maintenance technician.

Óscar Orellana González: He’s 25 years old and has been with SEAT for 8 years now, since 2012. He worked on the SEAT Ibiza and Arona assembly line.

5 reasons for the need to transform talent:

1. 47 per cent of current jobs are going to disappear in the next 25 years, according to a study by Oxford University. On the other hand, new professions are being created in connection with digitalisation.
2. 66% of new car buyers use manufacturers' websites as their main source of information, according to the report 'The Future Enterprise' by the British research company EY.
3. An electric car has 100 million lines of code, more than an F35 fighter jet.
4. In a few years, car technology for achieving the highest connectivity will amount to 50% of its value.
5. The connected car of the future will generate 25 GB of data per hour, according to EY.

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), sells vehicles under the SEAT and CUPRA brands, while SEAT MÓ covers urban mobility products and solutions. SEAT exports 81% of its vehicles, and is present in more than 75 countries. In 2019, SEAT sold 574,100 cars, posted a profit after tax of 346 million euros and a record turnover of more than 11 billion euros.

SEAT employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the Ibiza, Arona and Leon. Additionally, the company produces the Ateca in the Czech Republic, the Tarraco in Germany, the Alhambra in Portugal and the Mii electric, SEAT's first 100% electric car, in Slovakia. These plants are joined by SEAT:CODE, the software development centre located in Barcelona.

SEAT will invest 5 billion euros through to 2025 in R&D projects for vehicle development, specially to electrify the range, and to equipment and facilities. The company aims to make Martorell a zero carbon footprint plant by 2050.

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SEAT Mediacycenter



***GeeksHubs** aims to position IT professionals by changing the model of tech education and talent through its own coding school, the GeeksHubs Academy, and its specialised Tech Recruitment department.

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